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## The Mostly Legal Podcast: Season 3, Episode 11 "The Butterfly Effect: Building Your Brand Through the Power of Social Media"

developers · Monday, December 5th, 2022

Can you believe this is the season finale for the Mostly Legal podcast season 3? We wanted to end this season the way it started...with a bang! This week we hosted Stefanie Marrone, a LinkedIn expert. Not only is she the queen of social media marketing, but she also runs her own blog, has impressive CMO experience, and is a public speaker. What is the butterfly effect exactly? One inconsequential thing could have a far-reaching impact on your life, your work, etc. Learn how Stefanie journeyed from an in-house marketer to a powerhouse entrepreneur by building her brand on social media and reinventing herself. She provides insights into the power of great social media and how storytelling allows you to both share the rights and wrongs, but as result, creates a humanistic approach and presence. We cannot believe this season is over, but what a great way to close out a fantastic season. Do not miss the finale of season 3!

### About the Guest

#### Stefanie Marrone

Stefanie Marrone advises law firms of all sizes, professional service firms, B2B companies, professional associations and individuals with brand building and revenue generating strategies and tactics in marketing, business development, social media and communications. She also serves as outsourced chief marketing officer/marketing department for law firms.

Stefanie provides the full range of law firm marketing and business development support, and has a particular focus on advising firms and their employees on how to effectively utilize social media platforms for relationship building, revenue generation and branding. She creates development and social media training programs and helps professionals of all levels build their brands and businesses.

Over her 20+-year legal marketing career, Stefanie has worked at and with a broad range of big law, mid-size and small firms, which has given her a valuable perspective of the legal industry. They include Sullivan & Cromwell, Paul, Weiss, Tarter Krinsky & Drogin, Proskauer, McKee Nelson, Mayer Brown and Morrison & Foerster.

Stefanie is a frequent published author (Law360, the New York Law Journal, the Mid-Market Report, [Law.com](#), JD Supra) and her blog the Social Media Butterfly. She also is an active public speaker (the New York City Bar, the Legal Marketing Association, Ark Group, Association of Legal Administrators, Perrin Conferences, Fordham University School of Law, Columbia University and American University Washington College of Law).

## Episode Resources

[Steffanie Marrone LinkedIn](#)

[Latest Writing in JD Supra](#)

[The Social Media Butterfly](#)

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